



## **Driven by Excellence**

Mission Produce, Inc. strives to be the leader in the industry. We are dedicated to honoring our commitments to customers, growers, and business partners. We never compromise our high standards and take pride in providing outstanding quality, service, and results that exceed expectations.

### **Fun**

We love what we do, and we enjoy working together as a team. Our positive attitude and enthusiasm strengthens our long-term relationships with customers, growers, and business partners. We promote flexibility, open communication, challenge, camaraderie, and work/life balance.

### **Innovative**

The diverse talents of our workforce, along with our open minded, proactive, and creative approach, drive us to be the leader in our industry. We take bold risks to pioneer cutting-edge innovations to benefit our customers, growers, and business partners.

### **Reliable**

Our team is dependable, honest, and accountable. We accept responsibility for our actions by consistently working together with true dedication and passion for positive results to honor our commitments to our customers, growers, and business partners in an efficient and timely manner.

### **Successful**

We attain our success from four key qualities: hard work, common sense, perseverance, and a competitive spirit. These qualities permit us to be prepared and adapt quickly when opportunities arise. Our success is simply the combination of these qualities and small efforts repeated day in and day out, each effort differentiating us from other companies.

### **Trustworthy**

Our working relationships with each other in partnership with customers, growers, and business partners are based on honesty, fairness, loyalty, consistency, respect, integrity, and a straightforward approach. We hold ourselves accountable for our actions and openly admit our mistakes using them as opportunities to improve our business, partnerships, and relationships reflecting our professional ethics.